



Ray Edwards Show, Episode 304

I Did Not Come Up With a Title

Ray Edwards: *Ray Edwards Show* Episode 304. I did not come up with a title.

Voice-over: It's the *Ray Edwards Show*. This is the podcast for prosperity with purpose.

[music]

Ray: My co-host, my guest, if you will, is the illustrious Mark Mason of Later Night Internet Marketing fame. Welcome.

Mark Mason: Hey, thank you. I don't know. I'm a little put off by the whole no title thing. Is it a statement of worth?

Ray: It is a statement of worth. You're worth so much. I could not put into words the value that we're going to bring. No, really, I didn't come up with a title, that's what it is.

Mark: Well, well played my very good friend. I know this will air in the future, but as for now, in this moment in the real time, the time that we live in, I'd like to wish you a happy birthday.

Ray: Oh, I thank you very much. I appreciate that. I got a birthday wish on my birthday from you via text.

Mark: Yes, you did via text message.

Ray: Yes.

Mark: Well, people if you'd like to tweet me, I will tweet people Ray's cellphone number. No, I won't do that. I really won't do that.

Ray: Thank you. I appreciate that very much. You're filling in for Sean, because Sean is up to his eyeballs and coffee beans these days.

Mark: I mean, these are big shoes. I want people to know that I understand the greatness of the Sean. I've been in the presence of the Sean. I feel both honored and a little frightened to try and be in that role. I'm just going to do my very best for you, okay?

Ray: Just be you. You do you. That's all you got to do.

Mark: I will. I'll do my very best.

Ray: So I was thinking about what we would talk about today. I've got a bunch of things I've been wanting to talk to you about for quite some time. We're going to

File name: REP304.mp3



mastermind group together. We meet once a week and we all are -- We just see each other-- we see a slice of each other, just that picture of who we are on the mastermind call at that moment, which is not us being fake, it's just the nature of a call like that.

Mark: Yes, it's six guys for an hour. On average, one of us is speaking for 10 minutes or less. I will tell you, I think about you and I'm influenced by the things that I hear on this very podcast on a daily basis. It is kind of a lopsided. We don't spend nearly as much time talking as I would like to. I'm really glad to have the opportunity.

Ray: That's what I look at this as, an opportunity just to have a conversation. I've got a bunch of easy softball questions I want to ask you. Stuff like is affiliate marketing still a real opportunity? Do you think vlogging and snapping and vining and gramming is a sign of rampant narcissism. I've got a bunch of questions. I mean this. I'm really interested to hear your take on them, because you're a deep thinker and I'd like to hear what you think.

Mark: But I'm very shy. So you may have to coax replies out of me.

Ray: Oh, I can do that.

Mark: [laughs]

Voice-over: Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray: This is the part of the show where Mark probably is not going to say much. I don't know maybe you will, maybe just jump in. I wanted to talk this week about acting on opportunity and not waiting. In the church that I attend and the stream of Christianity that I'm part of, Mark, there's a kind of a feeling of, "I'm going to wait on the Lord till I get a sign from the Lord, this is the right thing to do." It kind of drives me nuts, because I feel like He gives us eyes and ears and the brain to think with, and we should be able to evaluate opportunities using the gear that He gave us. So I found some scripture to backup my viewpoint, which is what you do when you're a Christian.

Mark: I want to hear that.

Ray: Proverbs 10:5, "He who gathers in summer is a son who acts wisely, but he who sleeps in harvest is a son who acts shamefully." To me that says you need to strike when the opportunity is hot.

Mark: Yes and I think the scripture that comes to my mind as a Christian whenever I'm thinking about these types of topics is the parable about the talents and the burying of the talents and the rewarding of investment of the talents and bearing fruit and all of that sort of things. I think it's pretty clear to me that it's expected for us to go forth and do great things, whether they're great spiritual things, or as you stated



many times, "Go forth and do things that create wealth," and that creates a lot of good things that happen, all kinds of wealth:

[00:05:00] [END OF AUDIO] spiritual wealth, monetary wealth. Allows you to help other people and multiply that. I really think that is the expectation that's set forth by the talents Scripture and in the scripture that you mentioned as well.

Ray: That's a good observation, and for those of you who want to dig into the parable of the talents, it's not as straightforward as it might sound at first because there's that tricky part at the end where the guy who hid his talent, his money and did nothing with it got rebuked and got it taken away from him and was given to the rich guy. There's one for you to just follow up on your own. I'll leave you something a little easier to digest, Proverbs 14:23, "In all labor there is profit, but mere talk leads only to poverty."

Mark: It's a good one for the people who are listening to podcasts. One of the things when I'm working with people trying to get them to whatever the next level is for them, we talk about simply taking action, that speaks to me regarding doing work, getting past the uncertainty and actually taking action. Bold and massive action I think is the key to so many things, and for good things to happen you have to do this labor. I think so many people are paralyzed because they're waiting on a sign from the Lord, or they're just afraid or they have limiting beliefs, or whatever it is. I think this scripture speaks to the idea that people need to be taking action to make things happen.

Ray: Well said, holding your own already.

Mark: My view of you basically is you're like a walking human concordance so I'm treading lightly.

Ray: [laughs] Okay.

Voice over: Now, simple hacks that make life cheaper, easier and faster, Ray's tip of the week.

Ray: I don't know if you've seen this app or not, this is one of the coolest things I've seen in a long time, I haven't talked about a lot of apps lately but this one got my attention. Have you seen Place your Cam?

Mark: I have not but I like the sound of it already, what is a Place your Cam, it sounds like a spy application.

Ray: It's not quite that cool. Did you watch the TV show *Fringe*?

Mark: Yes, absolutely.

Ray: You remember how they used to have those titles, they'd have the name of the city and they'd be in 3D floating above the city?



Mark: Yes.

Ray: Place your Cam is a way that you can make text do that in your videos on your iPhone or your Android.

Mark: Wow, place your Cam, I'm going to have to check that out. Now, I don't do as much of video as you because I'm not as good looking as you are.

Ray: I'm not going to touch that, but you'll do more video just so you have a chance to make titles now when you start playing with this app.

Mark: Very good. I am a geek like that, I will make a video just so I can try this out.

Ray: I did some vlogging because I got a new tripod for my vlogging gear, I was like, "I got to try this tripod out," which is ridiculous but it got me to vlog. I feel you, I know where you're coming from. A Place your Cam, I'll put a link in the show notes for you, but the text tracks in three dimensions. It's hard to explain, you just have to try it and see what it looks like yourself, it's super cool and probably totally useless but it's a lot of fun.

Mark: I love stuff like this too because I'm also a math geek and all of these 3D rendering things have a lot of really interesting mathematics behind them both for the ray tracing. You get that, see how I did that Ray tracing?

Ray: That was well done.

Mark: Both for the ray tracing and for the rendering, I love stuff like this. Thank you very much.

Voice over: Now, our feature presentation.

Ray: Now to the main attraction, this is where I pepper Mark Mason with a bunch of questions that I've been wanting to ask him for quite some time. First of all, let's set the stage for, in case you're one of the few people in the western world who have not heard of Mark Mason he is the proprietor of a website called *Late Night Internet Marketing*. Explain what your site is about, Mark?

Mark: Well, I'm basically helping people start profitable part time internet businesses, I'm a part time internet marketer in the sense that I hold a full time day job at a very large electronics company in Texas. I do that during the day but late at night after my children go to bed, I have four of them, I run a successful internet marketing enterprise and I teach people how to do that.

Ray: You do it very well, I might add, in a way that a lot of people who teach this kind of thing like how to make a living on the internet-- I don't know if you this or not, but there's a lot of scamming things out there.



Mark: Yes, I struggle with it actually because I struggle with the idea that I might be identified with that. I think the thing that sets me apart, and quite frankly you, apart and the people that we run with apart is the core thing that I think is key to any business is actually the creation of value. Then once that value is created then you do marketing, which is the process of matching buyers with whatever you have to offer. In order for that to work this offer has to have value. Once that value is created then the exchange happens really naturally. I think where people get in trouble is when they get focused on that one-way exchange where they're trying to get the money sort of no matter what.

I've got that flipped I would like people to be amazed at the value they got for whatever they exchanged whether it was their time, or money, or trust, or whatever they're giving me, I want them to walk away feeling like they got 51% of the deal.

Ray: Now that is why Mark Mason is successful. If everybody operated that way what a wonderful world it would be.

Mark: Yes, I mean, it's a Zig Ziglar thing. When I was 18 years old I got ziggled. A girl that I was madly in love with at the ripe old age of 18, her father was a small businessperson and he had a very successful local business. He had all of his sales team listening to Zig Ziglar at the time they were cassette tapes. I don't know if you have heard of these things, but they're plastic rectangular devices that you used to insert into something called a cassette player.

Zig would teach these ideas about how to live your life. One of the things that has always stuck with me is that in business you can get everything that you want by helping other people get what they want. I think that goes right with this value thing. If you're creating value and you're creating things that people want and helping them be successful the rest of it sort of takes care of itself.

Ray: Yes. That's so true. It's funny I've been going through a Zig Renaissance lately. I've been listening to a lot of old Zig audios and I do remember a cassette tapes because that's how I first listened to Zig. It was on cassette tapes. Thank you for presuming that I might not know what they are.

Mark: Yes. I was being generous.

Ray: I thought you were. What's interesting is so many of today's sales and motivational speakers say things as if they came up with them and they're actually just repeating old Zig Ziglar stuff. I've even found myself guilty of it. I gave a speech a couple years ago and I said something like, "Well marketing is not something we do to people. It's something we do for people." And everybody kind of went, "Ah, " and I thought, "Oh, I came up with something brilliant."

I just discovered a couple of weeks ago was going through some old Zig videos on YouTube, which they probably shouldn't be there, but I found them anyway and I watched them, I admit it. It was this talk he gave about sales being an honorable



profession. He says, "Selling is not something you do to people, it's something you do for people."

Mark: Yes, exactly. I know exactly that whole spiel I remember that very well. That's a way to live your life, right?

Ray: Yes, it is.

Mark: I mean, it extends way past selling. If you go to people with an open heart and try to understand what it is that you can do in that moment to make their life a little better, whether it's saying hello to them or genuinely asking them how you can help or what's going on in their life or what those sorts of things. If you approach everything in your life that way suddenly stuff just gets a lot better.

Ray: It's interesting how that works. When you do unto others as you would have them do unto you.

Mark: Yes. It's super crazy. You can say whatever you want about Jesus, smart dude. Okay. Absolutely super smart dude. Set all the religion and all that craziness aside for the worldwide debate about who's right and who's wrong you go break down the stuff that this guy, this actual for real historical figure that walked to the face of the earth for real for sure had to say, said all the rest of it aside and just listen to what this guy had to say. It's genius. Right?

There is real genuine genius in this book and which is one of the reasons that it's stuck around for all of these millennia is because there's truth in it. If it didn't make sense it would not have survived despite the efforts of the church. I think that's just one of the many things that I think you can look at and say, "Wow, there is inherent truth here and that idea of just having this attitude that you want to help the guy that's in front of you or the gal that's in front of you that goes a long way to making everybody's life better, especially yours.

Ray: And Jesus didn't even have Twitter.

Mark: No, Jesus, apparently did not have twitter. They recently discovered by archaeologists they've proven conclusively now that Twitter was not available. There was some thought that maybe there was an Aramaic version of Twitter but apparently that's not true.

Ray: Here's my next question for you, these are going to get progressively more interesting, I think. So you have a job with a major company there in Texas?

Mark: Yes.

Ray: I would ask you, you're successful as an Internet marketing business person so why would one approach an Internet business if you have one that's successful you can make money with presumably if you were able to devote all your time and



energy to what can make more money, why would you approach that is a side hustle instead of just burning the ships and striking out on your own?

Mark: Yes, I think there's a couple of answers there. But why would I part is, I love my job that's something I've talked about for a long time now. I've been with the same company for 25 years, I have friends there, I'm extremely well compensated in ways that extend far beyond the paycheck that they pay me. I've seen the world with that company and there are things that I want to do there, that's the me thing. But I think for people, in general, the reason to start as a side business is it gives you a way to transition. You can provide for your family doing a job that you may not love the way I love my job. You may like it or you may really hate it, but you have this thing here that helps you pay the light bill rather than-- by the way this is another zigzag thing, rather than stomping around and thinking about how much you hate that job you can start to view that as something that you're thankful for because it provides you the sustaining income that you need to work on something that you're really passionate about on the side.

Then as this passion thing grows up then you can start to either wind down or stop entirely this day job when you're ready to transition and you can do that in a way that isn't harmful to your economic situation, to your family, you can still meet your commitments without a lot of the stress and straining, without having to compromise these kind of core values that I'm talking about where you can focus first on helping people as opposed to getting yourself in a situation we have to focus first on paying the light bill. Sometimes if you're in that situation and it's for real and you're trying to decide whether or not to buy baby formula that can put you in some really difficult spots. And so, side gigs will allow you to stay out of that kind of situation and take your time and do things the way you want to do.

Ray: Two things you said that I think are really important. One is that you love your job. And so often in this business that we're in, this business of educating and empowering people to create their own economic opportunities their own businesses and incomes online, there's a focus on, "You want to quit your day job? You hate your job. You get rid of your stupid job." But there are plenty of people who love their job just like you do.

Mark: Unfortunately, I think there are couple things to unpack there. One is, it's always better to run to something than away from something so if you can find something to run to by imagining what your passion would be or your-- and I don't mean that as a heavy loaded thing, I mean, just the thing that you would do if you had free time that gets you happy.

Again, going back to this God thing is not like you need to get hit by a lightning bolt. One of the things that frustrates me is people are waiting for their calling. I hope that you find that, but until you do I think people that are listening to me can imagine things that they'd really enjoy doing and start moving off in that direction. I think it's good to run two things.



The other thing that I worry about, touching back again on this marketing being something you do for people, a lot of times that marketing message about people who hate their day job is playing on people's frustrations and it is actually a marketing tactic to get you to spend \$997 to instantly fix whatever your frustration is. That approach, in my experience, that's not going to work I think you're going to have to have a longer-term plan, you're going to have to have something that you're running to rather than a push button you're buying so you can hit the eject button on your day job. You really need to have a more holistic approach, from my point of view, in solving this thing where you're doing work that you love.

Ray: Yes, I think you're a hundred percent right. You said something interesting about calling and how people are waiting for their calling, they're waiting for the lightning bolt or the sun to shine down through clouds in a single beam on top of their head. One of the ministers that I know who's got a very large successful worldwide ministry. With literary millions of people who follow what he teaches? He's fond of saying, "You know, a lot of people are waiting for your call to ministry, I never got one. I just decided this is what I wanted to do and so I started doing it, maybe I'll get called someday." And I think that's an interesting perspective and it's telling because he's obviously in his zone of genius, as one might be tempted to say, and doing what he was meant to be doing, but he didn't have that lightning bolt moment and-- go ahead.

Mark: I'm sorry. I was just going to say, I hear these stories because I sit on-- I am the chair of the staff parish relations committee at my church, which means one of my duties is to recommend young people that want to pursue the ministry, they need the endorsement of this committee and so they come before the committee and they talk about their calling and the stories really range. Some of them do have a defining moment where they were like, "Oh, this is what I'm supposed to be doing." But I think more reasonably, even in that place where you would expect to hear the voice of God telling you to go do this thing, it's not usually really like that.

For most of these ministers, it's more that they have a feeling that that's the direction they want to go, and the more they go in that direction, the better it feels and they are building momentum.

That's what I'm suggesting for a business. You have a feeling of a direction you want to go in a business, and as you go you are finding your way and you are building momentum and you go in the direction that feels good to go, and then when you get there maybe that will be where you are supposed to be and it will be that calling thing. But the idea that you are going to see it from the other side of the river, I think that's unlikely. It happens, but it's not the most likely way it's going to go down for most people.

Ray: The other thing you said that I thought was very wise is, maybe you should look at your job as something that you are grateful for. Because I remember when I was getting ready to leave the radio business and I had decided I was tired of the way things were I didn't like it anymore, and I started into that mode of complaining



about everything. I saw everything is a problem, I saw everything that was wrong with it and I realized this is not fruitful. This is making me miserable and its making everyone around me miserable and I'm not leaving tomorrow so I need to get this squared away, and learn to enjoy what I'm doing while I'm doing it. And low and behold everything got better, my job got better, my satisfaction with my job got better, the satisfaction of my employer with my work got better, and my side business got better, which enabled me to leave, which was ultimately better.

Mark: Yes. Zig goes into this like I mentioned, I don't want to take credit for these ideas. He suggests that you make a list of all the things about your job, that even though you don't want to be there forever, but about your job that you are trying to get out of that you actually appreciate money is going to be, one insurance is going to be one, you learn things, you have friends. And then there's going to be this list, and as soon as you really take some time to meditate on that list, you may realize that this job you hate is actually the thing that's going to allow you to do the work that you love and make that transition later.

I think that's a much more healthy approach than focusing on all that negative energy about how you are under the thumb of the man and everything is terrible and you are enslaved by this job. It's not really like that you have this opportunity and now what you are looking for is an upgrade. Right?

Ray: Yes. Exactly and now this leads to something that i was going to ask you about and I wasn't sure if it was okay to ask you this, publicly.

Mark: With you, it's always okay.

Ray: I know it is. Because I was poking around on your website and I saw you did a whole post about it. Which was "should you tell your boss about your side gig?"

Mark: Yes. There's a couple of ways to think about this. I think the most important one is, if there is a reason that you have pause about telling your boss about your side gig because, you are in somehow improperly using the resources, or competitive information, or anything from your current work, and you are not telling them because you are covering up what's really unethical problem, then you shouldn't do it in the first place. That's the first thing.

People ask me, "Should I tell my boss because what I'm doing is wrong?" Basically, that's what they are saying, "I'm double dipping. I'm cheating the company. I'm doing something wrong." Then my answer to them is, "Well, don't do things that are wrong. If this is an issue about whether you should tell your boss, you've got a more fundamental issue that you need to work through." That's the first thing.

The second thing is if you are working for the kind of person, in the case where you are not doing anything wrong and you are working for the kind of people that can't be supportive of you doing things outside of work that are not affecting them, I think that's something you need to really try and understand. Is that right? Is it okay for you to be working for the kind of people that won't understand? Probably not. Those

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probably aren't the kind of people that you want to be working for and so I think you need to make some long term plans based on working for a kind of company that wouldn't be supportive of you as a person both at work and out of work.

The bottom line is, should you tell your boss or not? I think always comes down to this kind of whether not you have this trust relationship with your employer. As long as you're not doing anything that's wrong or against company policy, I think you can really base it on this kind of idea-- this individual relationship that you have with your boss.

Ray: What if, Mark, I work for a jerk, and I know he's going to be upset just because he doesn't want me doing anything except what he wants me to do. Well, that's not just an illusion, it's a real thing.

Mark: Like you're working for a guy and secretly you want to open this coffee shop but the other guy doesn't want to do that?

Ray: Yes, exactly.

Mark: I think in cases where you're not doing anything wrong, but you know that you have an adversarial relationship with an employer that would not be supportive I don't see anything wrong with not telling them what you're doing provided that there's no overlap. If you're in some kind of industry like the office supply industry and you're going to have a podcast about how to get better prices on office supplies by following them down the street, I think that's-- you not going to want to do that.

I think in these overlap cases, I have a buddy who has a pharmacy blog. He is a pharmacist and he works for a major pharmacy chain and he has a blog that is targeted at people who shop at a pharmacy and who need tips about medicine and when to take Tylenol and all this kind of stuff. He, actually, went to his bosses and told them, "This is what I am doing." He didn't ask for permission, he informed them and I think that's another key thing that you want to consider. Asking for permission is one thing, that's one approach. Not saying anything is sort of the other side and maybe waiting to be discovered. And I'll tell you a discovery story that will make you smile in just a minute.

I think the middle ground is to say, "Hey, I just want to let you know that I'm doing this thing, here's the five reasons that it's not an issue for you. Have a nice day." I think that's a nice middle ground approach that people can respect. You haven't given them the opportunity to object is quite frankly there's nothing to object to.

Ray: Nice. One of the thing to take into consideration, I just thought of this, I had a radio job at one time where I had a contract and my contract actually said I would not engage in any other outside work I would devote all my creativity and my work efforts to the job that I had at that radio company. And that may seem kind of draconian but I read it before I signed it. And so in that case I think I would be out of bound to honor that commitment.



Mark: Absolutely, if you have a contractual-- I mean, I work in Texas. Texas is a right to work state and those kind of contracts are really hard to enforce. You wouldn't see this. In that role you are a creative and I creatives are a special breed and they have a lot of special contracts around their intellectual property.

Ray: I thought you're going to say special needs.

Mark: I think they do, in some cases, have special needs. If you have contractual obligations to the company, obviously, you need to seek the advice of an attorney. I'm not an attorney and I don't play one on TV, so there you go. But you should anticipate that you may be discovered unless you go to extreme lengths to use a pseudonym, which is another possibility there's-- instead of being Ray Edwards you could have chosen to be the Christian business guy and never revealed your name or had a pseudonym and used a stock photo and no one would know who you were except for me and Sean, maybe.

[laughter]

That's another approach you can take, but you should expect to be discovered and I'll tell you two stories: One is, I was at work one day and my HR manager, who I love very dearly, she helps me with all my employee relation challenges and helps me be a better manager, she called me in her office and she said I know a secret about you." And I said, "What?" And she said, "Well," she said, " I was on iTunes the other day and I was listening to this podcast and I looked down on iTunes and is said "people who listen to this podcast also listen to late night internet marketing." I thought, "Wow, that's crazy." There was my picture right there in the show art. You will get discovered and you're wanting that, usually, if you're doing something online.

The second story is I've had this happen to me only one time, where I was in a public situation and someone recognized my voice. They didn't know what I looked like, but they recognized my voice because they listen to the show and then they said you sound just like this guy on a podcast and it was actually me. So that--

Ray: That's awesome.

Male1: Yes, that was a cool thing and I imagined that-- I mean, statistically that's almost impossible, but that happened to me one time.

Ray: Well you know it's interesting that as podcasters, even if you have a moderately successful podcast you have more listeners than the average radio station in the USA.

Male1: Yes, and I was surprised. I know you know all this, but a lot of times on Saturday morning you'll turn on and there will be someone of the insurance guy who's answering questions or a physical therapist who's-- [crosstalk]. Yes, they're paying for that time.



I never imagined that, I figured, "Wow, this guy is so famous he's got his own terrestrial radio show." No, in many cases he's gone and paid the radio station for that airtime and I'm thinking, "God, dude, you need a podcast."

Ray: Yes, it's serious

Male1: Very interesting.

Ray: Seriously. This has been so interesting we've gone places I didn't think we would go. This is nice. Here is a question for you mentioned about being discovered and then you made some comment, a little side comment, like where you want to be ultimately. What do you think about all this vlogging and snapping and vining and graming. What makes me ask this question is I was at the coffee shop a couple of days ago and I had my vlogging camera with me and I was vlogging.

I set the camera down to take a drink of coffee. One of the guys, one of the customers in the next shop said "You're filming yourself drinking coffee?" And he said it like he was disgusted. I thought, "Oh, he thinks I'm pretty narcissistic?" Do you think that all this self-focus, this self-promotion, this filming ourselves and taking photos of ourselves, and talking about ourselves and rendering our opinions. Have we become a world of narcissists?

Male1: It's such a funny question because I don't think you can answer that question based on the observed behavior right, it goes to intent. For me, I believe the reason Ray Edwards is filming himself drinking coffee and doing all the stuff and our buddy Cliff filmed himself in the shower one time, that's a whole nother long story.

[laughter]

It's a family show guys it was G-rated I promise.

Ray: Totally G-rated.

Mark: It goes to why. I mean, break it down, why did Ray Edwards film himself drinking coffee and the answer is, I think almost certainly, because the people that-- one of the ways that you reach people in your ministry, your business and enlightenment and betterment ministry that you're running here, is that you're entertaining them.

You're trying to reach people.

You're not broadcasting that because you think that you drinking coffee has some intrinsic value and, "Hey, look at me." What you're trying to do is create something that's entertaining that engages people, that helps you deliver your message, which is to help people make their lives better. Your filming yourself drinking coffee ultimately, really, as silly as it sounds, because you're doing that as a vehicle to help make peoples' lives better, That's not narcissism. I looked it up, that's not what narcissism is.

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What narcissism is it's just about Ray. And I know when Ray is doing stuff like that it's not about Ray, it's about the message that Ray can get out using drinking coffee as a vehicle to carry that message and so, no.

In your case, and in Cliff Ravens Craff case and in my case and in Pat Flynn's case, this is not a narcissism thing this is an entertainment thing with entertainment as a vehicle to enlighten people. I think that is way different that some other guy who might be doing this and there are people in the entertainment industry that I'm not going to call out that come to mind that are doing it because it's a "hey look at me" thing.

Ray: I think that's totally right. I was thinking about Pat Flynn, he's done some great vlogs lately, where he's done a lot of editing and took us on a trip that he took to a foreign country. I never watched any of that thinking wow Pat's got a real ego thing he would be interested in this. I felt "How cool of him to take us along and show us what this is like and take the time and effort to put all this together and edit it together and make it entertaining and making it fun. I really appreciate him doing that?" I didn't even think about this issue. Only when the guy who asked me a question in the coffee shop that I think, "This does seem a little weird." Now that I think about it.

Mark: If you don't mind me asking, how old was the guy in the coffee shop?

Ray: He's an old guy, just like 50. [laughs]

Mark: Yes. Part of it--

Ray: Which is my age.

Mark: Yes, my age too. I think part of it there is some generation gap here, where you're entertaining and therefore reaching and enlightening and helping people in a medium that where 50 is just at the edge of the demographic in some cases. Particularly with regard to all this blogging and privacy-invading stuff that we do. I think part of that is just, can be that people just haven't been exposed to it. They don't know why you're doing it so they jump to the conclusion that you must be narcissistic. To that guy I say, "No, not at all. Come check out the podcast and you'll see what we're about."

Ray: I don't know how much of an argument that would have been. No, I'm not a narcissist. You should watch my videos and you'll see why--

[laughter]

Mark: Yes. Not going to be a very convincing argument that way. I think you said--

Ray: Really, dude. They're awesome.



Mark: I use drinking coffee as an excuse to get people to watch me so I can get my message of how to make their life better out. That's an argument that would make sense to a guy like that.

Ray: Yes. I think you're right. You are right about that. I didn't take the time to argue with him. It just really provoked some thought for me afterwards, obviously. I have not asked you anything I had on my original list things to ask you. This is hilarious. Because I was going to ask you a bunch of SEO stuff and affiliate marketing stuff. But I have one more question I want to ask you, I think it's going to take up the rest of our time together.

Mark: Okay. But if you ever want me to come back and answer those mundane questions about search engine optimization, I'd be happy to do that.

Ray: I would like you to do that. If for nobody else's benefit then mine, because I need to know that stuff. By the way, the last time you're on the show was, I looked it up, January 5, *Episode 266*.

Mark: Yay.

Ray: *The Ethical Side Hustle*. Just in case people want to go back and listen to that one. It was a great one. Here's what I wanted to ask you, looking at your blog I noticed a post about depression. What led you to do that and why do you think that's so important?

Mark: Gosh, when I use the word depression, I don't use it in a clinical sense. There are people in the world that are medically depressed that need to seek medical assistance. I'm not speaking to that because I'm not qualified to speak to it. But when I talk about depression, I'm talking about these feelings that you have that lead to a lack of energy to make a progress on your business. That's what that article is about. I find that the energy that I have to work on late night internet marketing, ebbs and flows from time to time.

It's not because I lose passion for this idea of making people's lives better or for marketing itself. It's something else. For me, it's been just normal ebb and flow that you would see in your normal life around enthusiasm. Sometimes it can be triggered by a lack of sleep, which a lot of times comes with side hustle. It can be triggered with you having a lot of success and then the letdown that comes after that. I think sometimes it can be triggered by nutrition.

I've been recently going through this journey where I eliminated a lot of sugar and that hasn't been something that's been easy for me to maintain. I fight that every day. But I find nutrition can affect you that way. I think sometimes if you feel yourself -- If the week goes by and you just haven't felt doing the work that you know you want to do in your business. A lot of times you can start trying to unpack that and find that this can be something that I'm going to loosely label with this non-clinical label of depression.



Ray: If somebody finds himself in that situation, what do you think they should do?

Mark: You steal stuff. I steal stuff from Michael Hyatt because I like Michael Hyatt. He's a super awesome guy. One of the things that he always talks about, and whenever you get confused or you feel like you're not making progress or you're out of working whatever way and it certainly applies here is to get reconnected with why you're doing what you're doing. It's something we haven't talked about today, but I think it's really important. We touched on it a little bit when we were talking about getting struck by a bolt of lightning, but you increase your chance of getting struck by this inspirational lightning by knowing why it is you're doing the things that you're doing.

If your big why is to help people, or to get some result for people or to move them to the next level, or to get those emails that you get from people where you say, "What podcast it really changed everything for me," or whatever it is, if you know why you're doing the thing that you're doing, then when you're in this valley, this depression valley, one of the first things that you can do strategically is to reconnect with your why. Tactically one of the things that you can do is just a small thing.

One of the things I tell people is, one of the key things for side hustling is to make sure you do something that moves your business forward every day: Maybe it's a 10-minute thing maybe it's a 10-minute thing that turns into a 20-minute thing, maybe it's a three-hour marathon, but you do something and when you're in those valleys I think that applies there as well. If you can take some small positive steps you can start to build that momentum again that will pick you up out of that depression that success will start to build, those endorphins will start to fire. Now, I'm really getting into medical areas that I'm not qualified to speak in, but you'll start to change your own brain chemistry by building success again and you can move out of those valleys that way.

Ray: Thank you, Dr. Mark.

Mark: I am not a medical doctor I do not play one on TV, if you have a medical condition you should seek the advice of a physician immediately and if it's an emergency dial 911.

Ray: Yes, for sure.

Mark: Unless you're not in the US and if you're not in the US then dial the emergency number that is appropriate for your country.

Ray: Well, I was really happy to see that you have made that post. I think it addresses a real problem for a lot of people and it can be hard sometimes I think to know the difference between situational feeling down, like you were talking about, or actually being clinically depressed. It's hard even for the professionals to know the difference and that's why you need to talk to somebody.



I have dealt with clinical depression in my past and it's something that I don't-- I wouldn't say I battle with it but I'm on guard. I'm ever watchful and I know the signs and when I find myself in that place, then I'm quick to talk somebody about it. One of the things that I have found, I'm not a doctor either, but I'll tell you one thing I found that is really helpful and that is to break a sweat for half an hour or 45 minutes. Go for a walk or run or something like that. That in itself can really often just boost your mood.

Mark: Yes, I didn't mention that it exercises a huge one in. My experience in my limited experiences is sometimes people don't deal with depression because there's a stigma associated with it. To these people I say, depression is a medical thing and if you had a gallstone you wouldn't say I'm not going to the doctor because I'm embarrassed that I have a gallstone you go the doctor and say, "Dude, get this out here." I think depression is the same way it's a medical thing and so it's okay to go talk to your doctor about a medical thing and not feel bad or that someone is going to judge you for that you need to go get the help that you need just like you would if you had a toothache.

Ray: Amen. We've sorted through some different variety of questions. We've talked about why you would keep your internet business as a side hustle and keep your full-time job. We've talked about whether you should tell your boss ethically about your side gig or not. We talked about whether vlogging and gramming and all that stuff is narcissism or not. We've talked about depression. We've covered a lot of ground. I want to leave on a cheerful note if we can and I know we can because you're a cheerful guy most the time.

Mark: Hey, all right, yes.

Ray: What is it that you enjoy the most about the *Late Night Internet Marketing* business that you engage in so passionately?

Mark: That's so easy, boy, you're talking about [unintelligible 00:44:15] question. Occasionally, not as often as I would like because it would be an infinite amount if it was as often as I like, but occasionally someone will reach out to me and say, "Mark the work that you did helped me." Period. Full stop. Sometimes it helps a little sometimes it helps a lot.

One time I had someone walk up to me in a conference and say, "I came all the way here from Peru just so I could thank you for XYZ thing that I learned from you that changed my life," or "I heard you say this thing and my wife heard it and she made me do it and now it's changed everything for us and we paid off our car. We're on the right track or we avoided this, or whatever. Those the things, man. If that's the thing, it's not really-- for me at this point it's not about the money, or the yachts, or the internet lifestyle on the beach, or whatever.

Ray: How many yachts do you have now?

Mark: I have fewer than seven yachts at this time.

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Ray: Keep working at it, man.

Mark: Yes, I'm working on it.

Ray: You'll get there.

Mark: It's not about all that. For me, it's about the opportunity to hear from someone, even if it's just a little tweet that said, "Hey, thanks for that post on depression, or whatever. That really opened my eyes to something I need to go do". Whatever. Maybe that is a little narcissistic, or somehow self-absorbed, but that feedback that makes me feel like that I'm making a difference in somebody's life that I'm actually successfully helping people. That's the thing I love the most.

Ray: Well, if helping people is narcissistic, we should all be narcissists. The world would be a better place.

Mark: Yes, I guess it would be narcissistic if I made wallpaper out of it and wallpapered my whole house in these things. I don't do that.

Ray: I'm glad to hear that. Hey, Mark this has been a very rewarding conversation. We should do this more often.

Mark: We should but I feel like I fell so short of the high-water mark that Sean has set. I hope I get an opportunity to come try again so I can reach the greatness of the Sean.

Ray: I will give you another shot at it.

Mark: Okay, awesome. This has been the absolute highlight of my week talking to you, Ray Edwards. Thank you so much.

Ray: Thank you, Mark, that you agreed to do this at the very last minute and I appreciate that so much from you. One more thing, we've neglected to do this. Where can people find you, and what you are up to online?

Mark: I'm in my house right now. I'm up here.

Ray: No, I mean online.

Mark: No, online. Okay, yes. latenightinternetmarketing.com and if that's too much typing for you as it is for me, you can go to latenightim.com and everything you need to know is there.

Ray: It's a great site. Mark does great work. He has the best jingle in podcasting I think.

Mark: Thank you.

Ray: Don't talk like I said that.

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Mark: I won't.

Ray: Thanks again, Mark. I'm going to leave this with-- first of all, let me say this. If you found this show helpful, and I hope you did, I know you probably did if you listened in anything Mark had to say then do us a favor and subscribe through the Apple Podcast directory. If you'd be so kind to us to give us a rating and a review, we like to read those and especially the bad ones. Those are fun. We do get a few. They're funny, most of them.

If you want to get the transcript of the show, you can get it at rayedwards.com/304. Our quote worth note this week, I'll leave you with this thought. "You can get anything you want in life if you help enough other people get what they want". Zig Ziglar.

Male voice-over: Oh, yes. [music playing]

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[00:48:35] [END OF AUDIO]